

1 Claims

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3 1. A system comprising;
4 a message processor means for generating
5 message data comprising a coupon;
6 a mobile device;
7 a message optimiser means for generating an
8 optimised message responsive to said message
9 data and the capabilities of said mobile
10 device; and
11 a communication means for transmitting said
12 optimised message to said mobile device.

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14 2. The system according to Claim 1, characterised in
15 that said system further comprises a database means
16 for storing the capabilities of said mobile devices.

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18 3. The system according to Claim 1 or 2, characterised
19 in that said capabilities comprise at least one
20 device attribute associated with a mobile device
21 type.

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23 4. The system according to Claim 3, characterised in
24 that said device attribute comprises a display
25 dimension and/or a colour depth.

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27 5. The system according to any one of Claims 1 to 4,
28 characterised in that said communication means
29 comprises a gateway means for transmitting said
30 optimised message to a network.

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32 6. The system according to Claim 5, characterised in
33 that said communication means comprises a router

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1 means for selecting the gateway means for message
2 transmission.

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4 7. The system according to any one of Claims 1 to 6,
5 characterised in that said coupon comprises a
6 barcode number, barcode symbology, a barcode image,
7 and/or text content.

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9 8. The system according to any one of Claims 1 to 7,
10 characterised in that said optimised message
11 comprises multimedia content.

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13 9. The system according to Claim 8, characterised in
14 that said multimedia content comprises video, audio,
15 and/or a photograph.

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17 10. The system according to any one of Claims 1 to 9,
18 characterised in that said system further comprises
19 a mobile device type identifier.

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21 11. The system according to Claim 10, characterised in
22 that said message data further comprises said mobile
23 device type identifier.

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25 12. The system according to Claim 10 or 11,
26 characterised in that said message optimiser means
27 is responsive to said capabilities corresponding to
28 said mobile device type identifier.

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30 13. The system according to any one of Claims 1 to 12,
31 characterised in that said system further comprises
32 a barcode generator means for generating barcodes.

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1 14. The system according Claims 13, characterised in
2 that said generated barcodes are random barcodes.

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4 15. The system according to Claim 13 or 14,
5 characterised in that said system further comprises
6 a barcode encoder means for encoding said generated
7 barcodes.

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9 16. A method for delivering a message to a mobile device
10 comprising the steps of:

11 generating message data comprising a coupon;
12 generating an optimised message responsive to
13 said message data and the capabilities of said
14 mobile device; and
15 transmitting said optimised message to said
16 mobile device.

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18 17. The method according to Claim 16, characterised in
19 that said method further comprises the step of
20 inputting said capabilities of the mobile devices.

21

22 18. The method according to Claim 16 or 17,
23 characterised in that said method further comprises
24 the step of storing said capabilities of the mobile
25 devices.

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27 19. The method according to any one of Claims 16 to 18,
28 characterised in that said capabilities comprise at
29 least one device attribute associated with a mobile
30 device type.

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1 retrieving capabilities corresponding to said mobile
2 device type identifier.

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4 28. The method according to Claim 27, characterised in
5 that said step of generating the optimised message
6 is responsive to said retrieved capabilities.

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8 29. The method according to any one of Claims 16 to 28,
9 characterised in that said step of generating the
10 optimised message comprises downgrading said
11 generated message data

12

13 30. The method according to any one of Claims 16 to 29,
14 characterised in that said method further comprises
15 the step of generating barcodes.

16

17 31. The method according to Claim 30, characterised in
18 that said generated barcodes are random barcodes.

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20 32. The method according to Claim 30 or 31,
21 characterised in that said method further comprises
22 the step of encoding said generated barcodes.

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25 33. A computer program for carrying out the method
26 according to any one of Claims 16 to 32.

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29 34. A carrier for carrying the computer program
30 according to Claim 33.

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1 35. A message comprising a coupon and multimedia
2 content.

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4 36. The message according to Claim 35, characterised in
5 that said multimedia content comprises video, audio,
6 and/or a photograph.

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8 37. The message according to Claim 35 or 36,
9 characterised in that said coupon comprises a
10 barcode number, barcode symbology, and/or a barcode
11 image.

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